

OPENTEXT

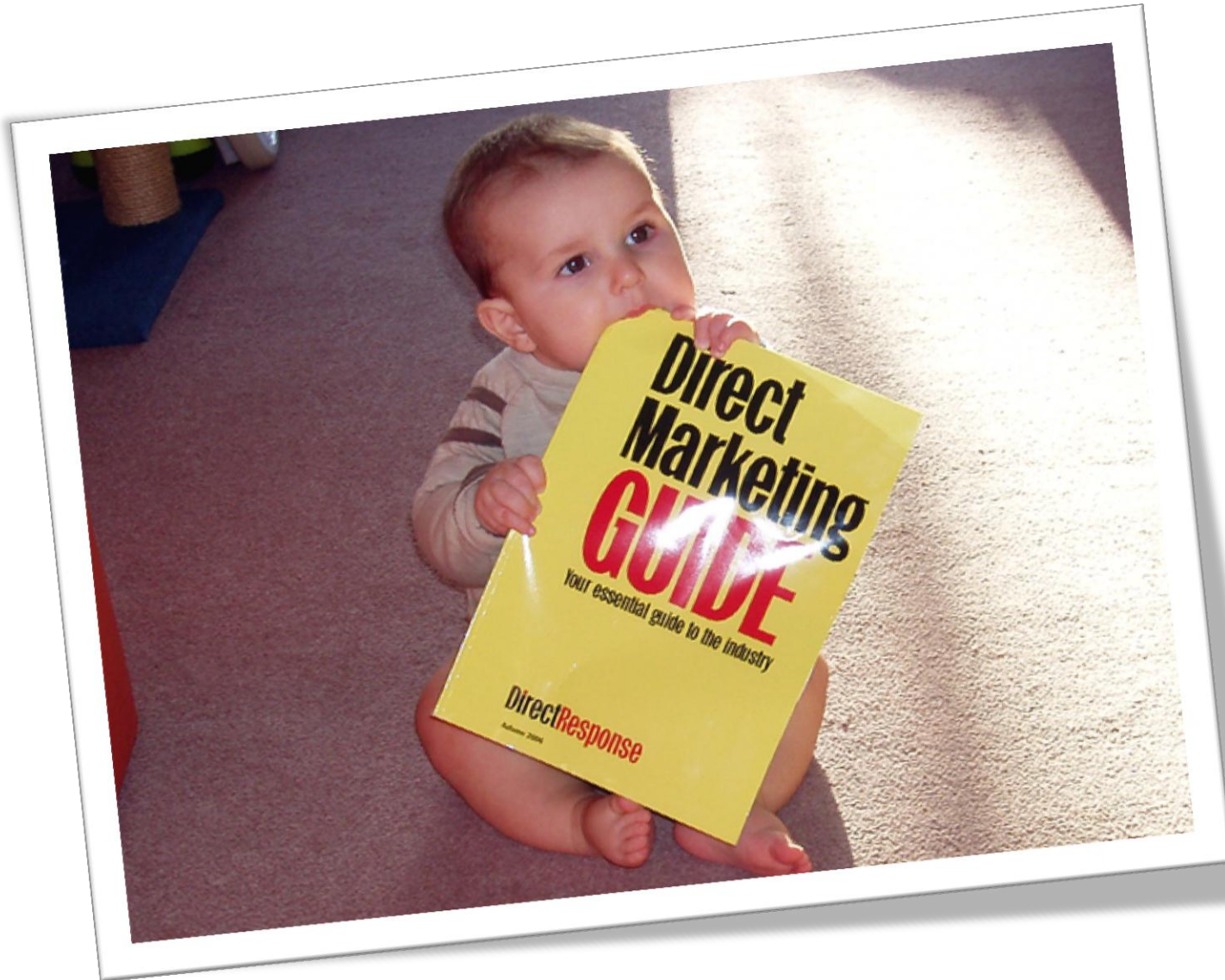
Life beyond the repository

An Information Exchange primer

Xavier Chaillot
Director Products and Marketing

1-Oct-12





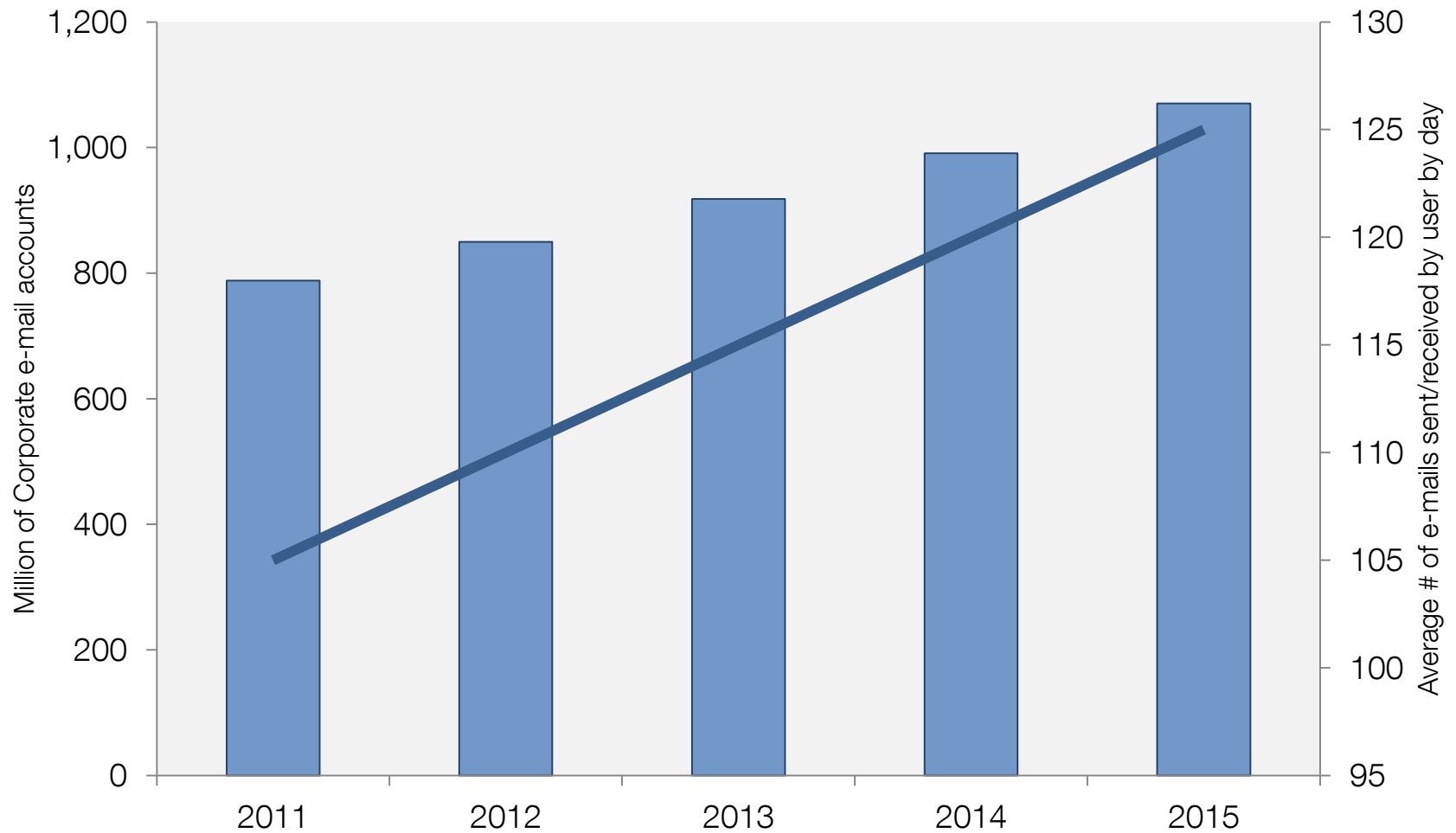


There is a life beyond the repository

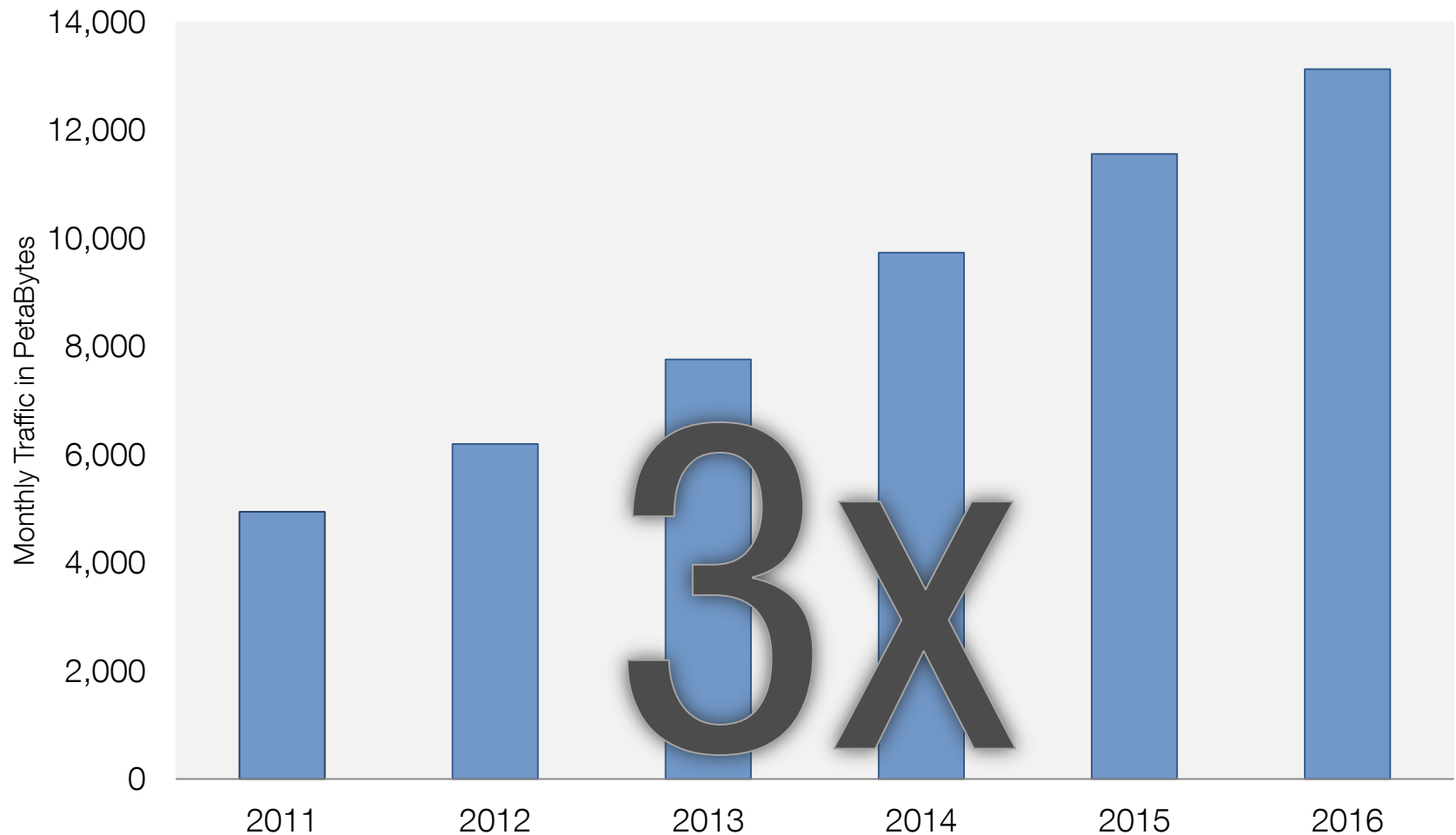
3

statistics

E-mail usage



Worldwide Business Network Traffic



EDI

+14% YoY US manufacturers' sales in 2010
(73% of US manufacturers' e-commerce sales)

+12% YoY US wholesale sales in 2010
(72% of US wholesale e-commerce sales)

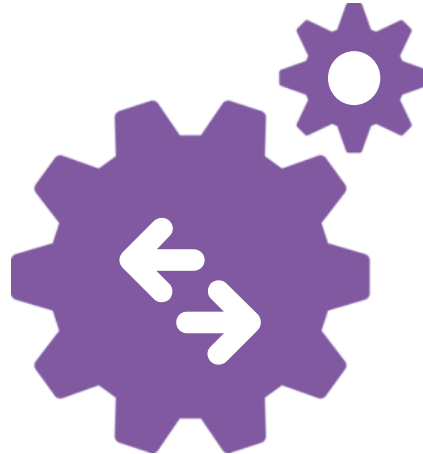
+36% US Medicare claims processed between 2002 and 2010
(from 84% of all claims in 2002 to 97% in 2010)

Enterprise IX



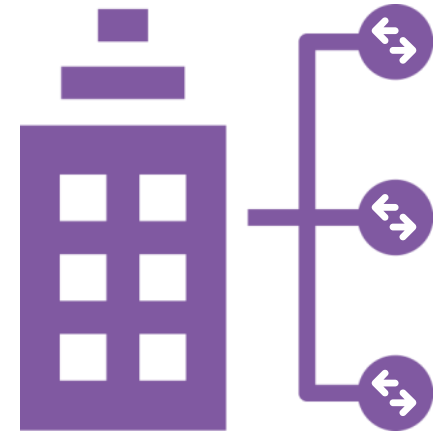
People Centric

Information is being exchanged with people both inside and outside the organization.



Process Centric

Information is being exchanged between information systems both inside and outside of the datacenter.



B2B Centric

Information is being exchanged with trading partners using industry standards format.

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Information Exchange through the ages

3500 BC: Phoenician Alphabet

1270: First Encyclopedia (Syria)

900 BC: First Postal Service (China)

776 BC: First Homing Pigeons

500 BC: First Papyrus Rolls

200 BC: Human Messengers

37: Heliograph

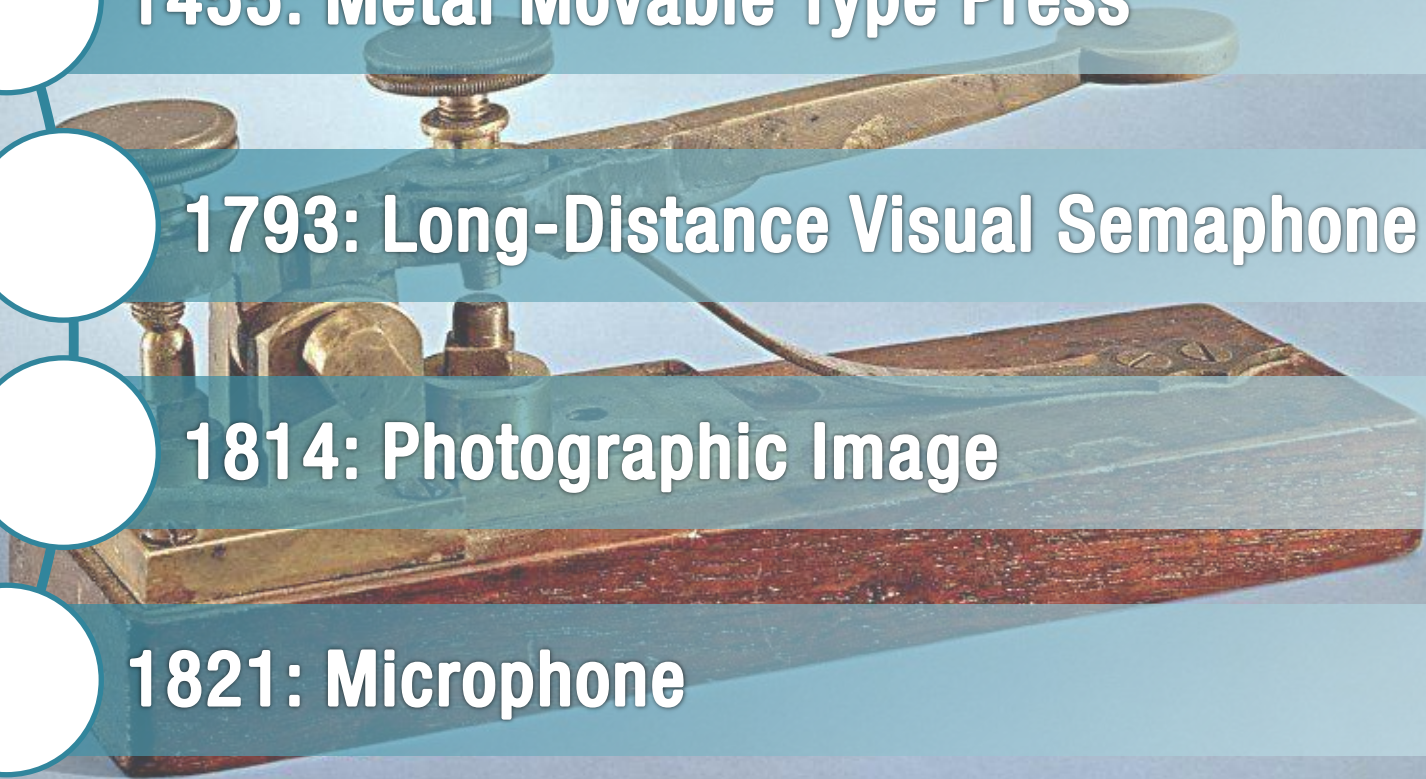
1455: Metal Movable Type Press

1793: Long-Distance Visual Semaphore

1814: Photographic Image

1821: Microphone

1843: First Telegraph Line and Fax Machine Patent



1876: Telephone

1902: Radio

1910: Talking Motion Picture

1930: Television Broadcast

1958: Photocopier

1966: Telecopier

1948: Transistor

1951: Commercially Available Computers

1969: ArpaNet

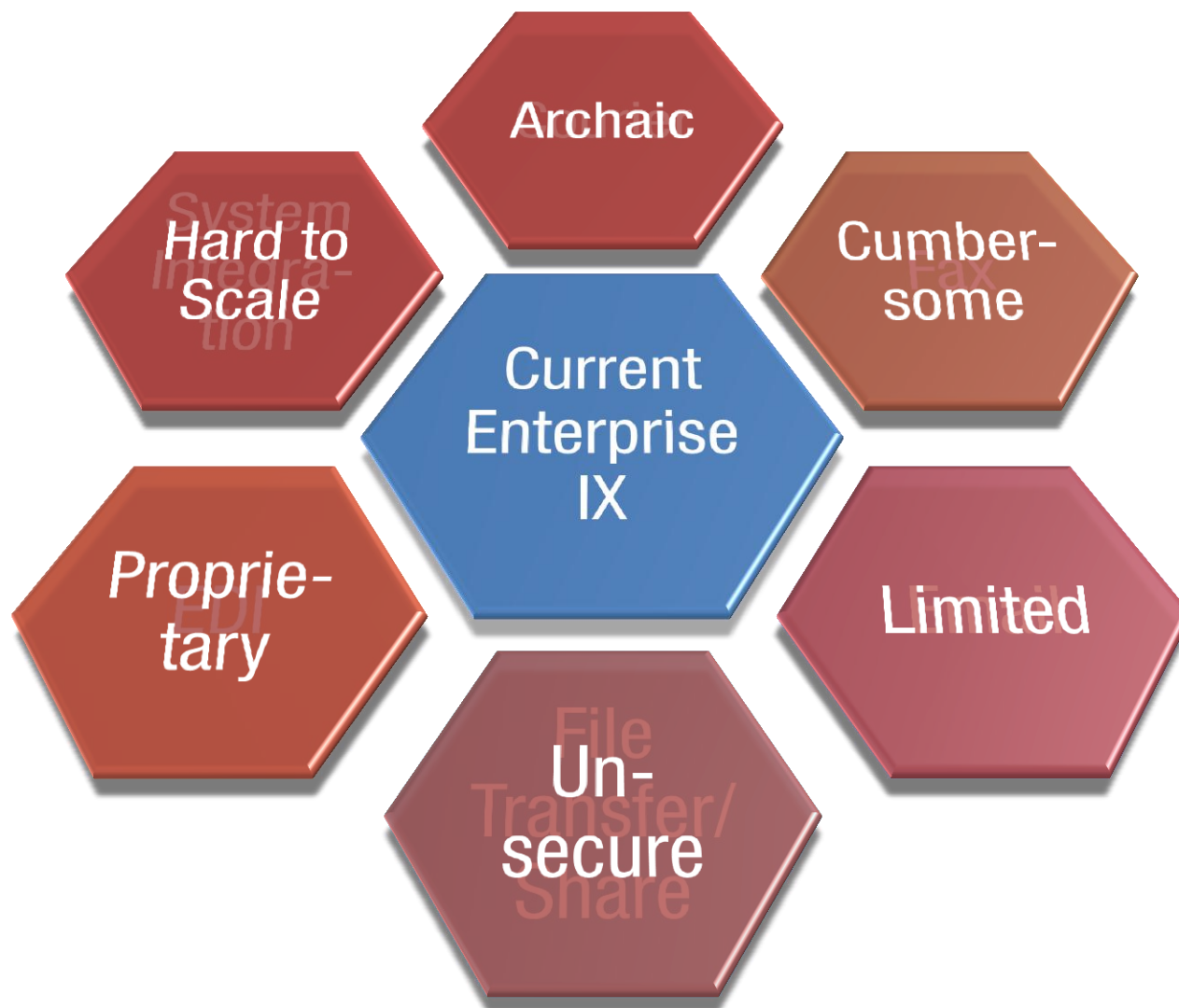
1971: FTP, Email

1980: EDI

1990: Web Browser

1994: SmartPhone





What Information Professionals are saying...

“We need to improve supply chain agility to gain a **sustainable competitive advantage**”

“Getting **business processes** to be exchange-friendly is challenging!”

“How do we **manage information** when it leaves our repository?”

“How can we **reduce the costs** of our information exchange infrastructure?”

“Can we **optimize customer experience** through exchanging information in context to rapidly changing market needs?”

“There is too much **risk** when exchanging information, how do we **protect** sensitive information?”

“What **business opportunities** can Information Exchange open for us?”

“Exchanging information is a **governance nightmare**.”

A close-up photograph of a hand holding a dark pen, positioned as if about to write on a surface. The background is a dense field of white binary code (0s and 1s) on a dark, reddish-brown background. The word "PASSWORD" is written in red, bold, capital letters, and is partially obscured by the pen tip.

PASSWORD

Unsecure

spamkiller-background.pkt - Ethereal

File Edit Capture Display Tools Help

| No. | Source | Destination | Protocol | Info |
|-----|-------------|-------------|----------|---|
| 1 | CHADWICK | www.packet- | TCP | 2232 > pop3 [SYN] Seq=4110545907 Ack=0 win= |
| 2 | www.packet- | CHADWICK | TCP | pop3 > 2232 [SYN, ACK] Seq=1552009928 Ack=4 |
| 3 | CHADWICK | www.packet- | TCP | 2232 > pop3 [ACK] Seq=4110545908 Ack=155200 |
| 4 | www.packet- | CHADWICK | POP | Response: +OK POP3 [161.58.73.170] v2000.70 |
| 5 | CHADWICK | www.packet- | POP | Request: USER lchappell |
| 6 | www.packet- | CHADWICK | TCP | pop3 > 2232 [ACK] Seq=1552009977 Ack=411054 |
| 7 | www.packet- | CHADWICK | POP | Response: +OK User name accepted, password |
| 8 | CHADWICK | www.packet- | POP | Request: PASS seethecleartextpassword? |
| 9 | www.packet- | CHADWICK | TCP | pop3 > 2232 [ACK] Seq=1552010018 Ack=411054 |
| 10 | www.packet- | CHADWICK | POP | Response: -ERR Bad login |
| 11 | CHADWICK | www.packet- | TCP | 2232 > pop3 [FIN, ACK] Seq=4110545955 Ack=1 |
| 12 | www.packet- | CHADWICK | TCP | pop3 > 2232 [ACK] Seq=1552010034 Ack=411054 |
| 13 | www.packet- | CHADWICK | TCP | pop3 > 2232 [FIN, ACK] Seq=1552010034 Ack=4 |
| 14 | CHADWICK | www.packet- | TCP | 2232 > pop3 [ACK] Seq=4110545956 Ack=155201 |

0000 00 01 96 3c 3f 54 00 d0 59 aa af 80 08 00 45 00 ...<?T.. Y.....E.

0010 00 47 5c 67 40 00 80 06 98 b1 0c ea 0d ca a1 3a .G\g@...

0020 49 aa 08 b8 00 6e f5 01 f4 04 5c 81 cb 22 50 18 I....n.. ..\"P.

0030 fb a7 bf fb 00 00 50 41 53 53 20 73 65 65 74 68PA SS seeth

0040 65 63 6c 65 61 72 74 65 78 74 70 61 73 73 77 6f eclearte xtpasswo

0050 72 64 3f 0d 0a 00 00 00 00 00 00 00 00 00 00 rd?.....

Filter: / Reset Apply File: spamkiller-background.pkt

Should you be scared?

- 563,651,929 records breached in the US since 2005
(source: <https://www.privacyrights.org>)
- 2012 Verizon Data Breach Report
 - Tracking 174M records breached worldwide in 2011
 - 66% involved data the victim did not know was on the system (2008)
 - 92% of breaches were not discovered by the victim
 - 96% of attacks were not difficult
 - 97% were considered avoidable with reasonable controls

Cost Per Record

| | |
|----------------------|--------------|
| Discovery | \$50 |
| Lost productivity | + \$20-\$30 |
| Impact | + \$20-\$100 |
| Regulatory Fines | +\$0-\$60 |
| Restitutions | + \$0-\$30 |
| Security enforcement | + \$0-\$10 |
| Other liabilities | + \$0-\$25 |
| Total | \$90-305 |



Compliance Challenges

Regulations aplenty

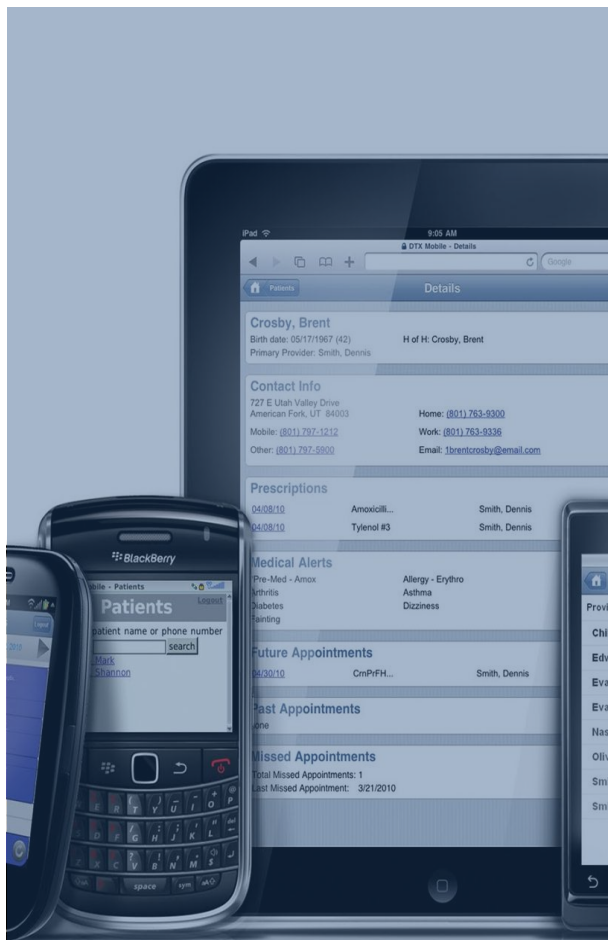
| Name | Apply to | Fines |
|----------------|--|---|
| PCI-DSS (2004) | Processing, Transmission and Storage of Payment Information | Non-Compliance: \$25,000 per month \$500K per incident per card |
| GLBA (1999) | Protecting Non Public Private Information held by Financial Institutions | Individual: from \$100K up to \$1M Corporate: up to 1% of assets |
| HIPAA (1996) | Protection of Patient Health Information | Up to \$250K and 10 years in jail |
| SOX (2002) | Section 404 requires publicly traded companies to establish and maintain internal controls for financial reporting | Delisting, multi-million dollar fines, up to 20 years in jail |

Texas Identity Theft Enforcement and Protection Act

- Mandatory notification to customers in case of security breach of customer sensitive personal information:
 - First Name and Last Name in combination with any of the below
 - Social Security Number
 - Govt issued ID Number
 - Account or Credit Card Number
- Excludes Encrypted Information
- Up to \$50K penalty per violation



New Challenges



BYOD



Sovereignty

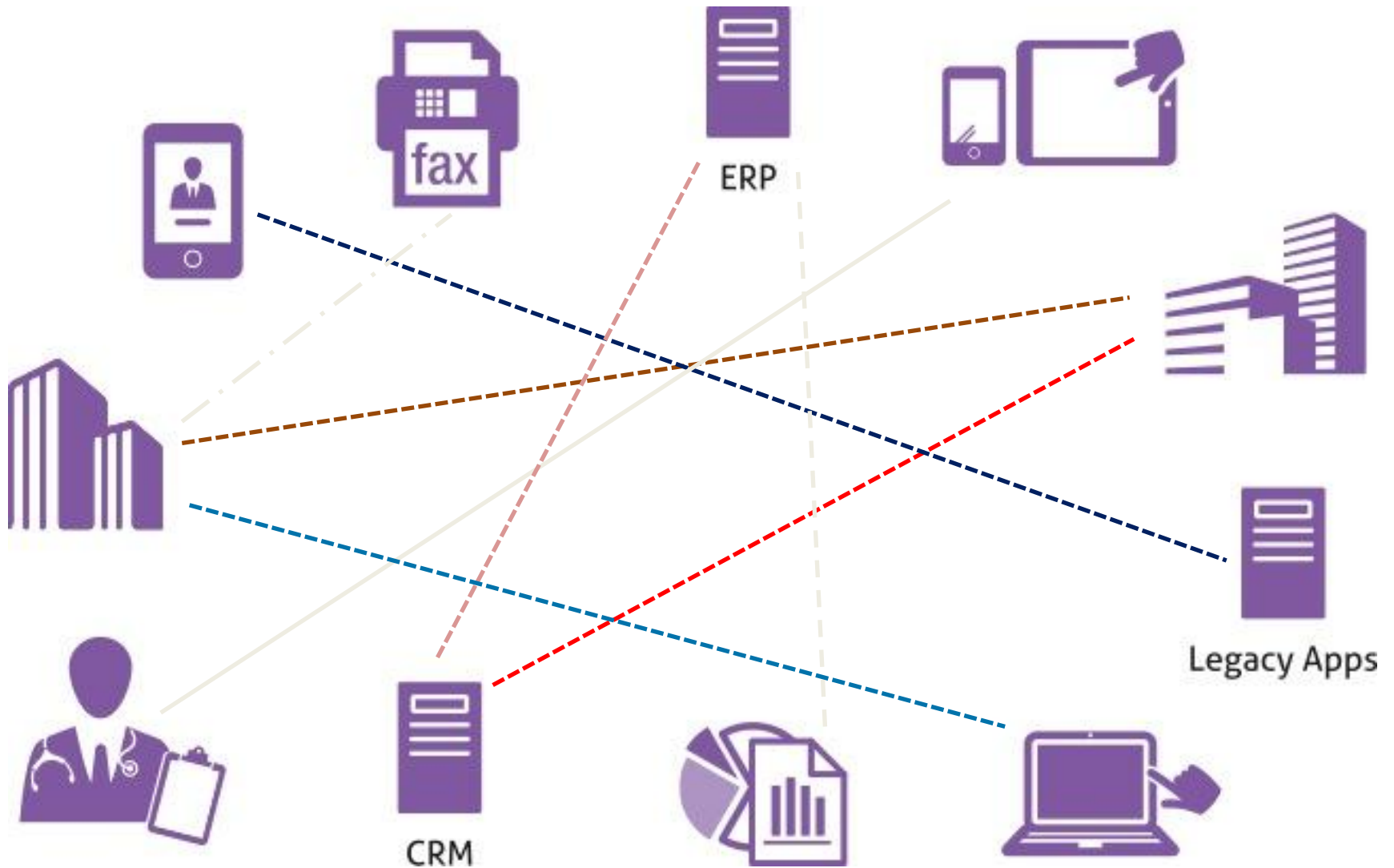


IT Consumerization



No Integration

One-to-One integration





Too many formats

Escalating Costs



Stark Contrast

70%

of IT budgets is spent maintaining datacenter operations

85%

of datacenter capacity is idle on average

The real cost of paper

- Texas Population: 26,500,000
- 1 Form per person per year
- 2 pages per form
- Printing cost per page: 5c
- 20 questions per form
- Black and White
- Data-Entry Salary: \$10/hr
- Entry time per page: 15s
- CO₂ produced per sheet: 20.9g

\$99,816,667

2,442,060

pounds of **CO₂**

658 Trees

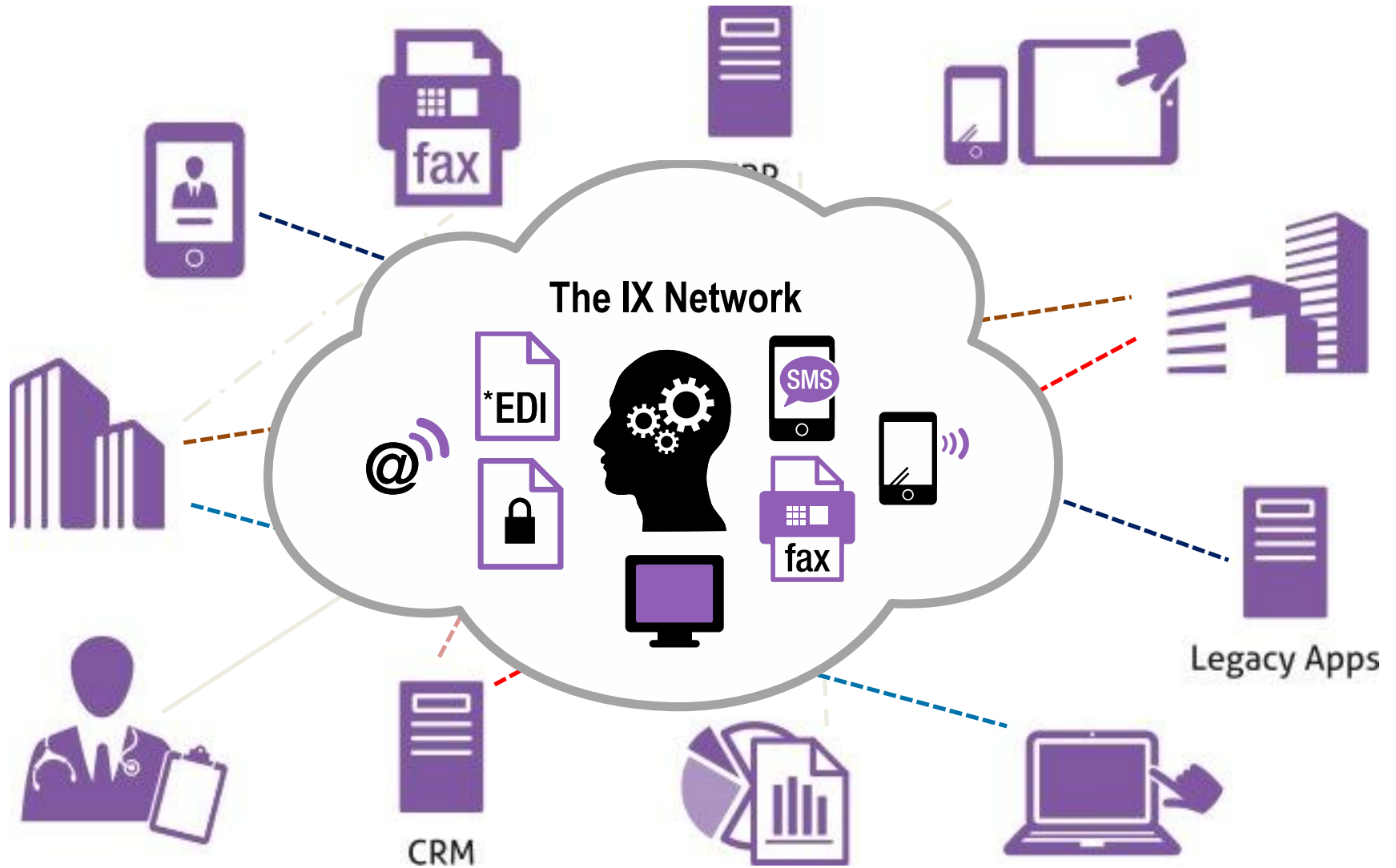
Inefficient

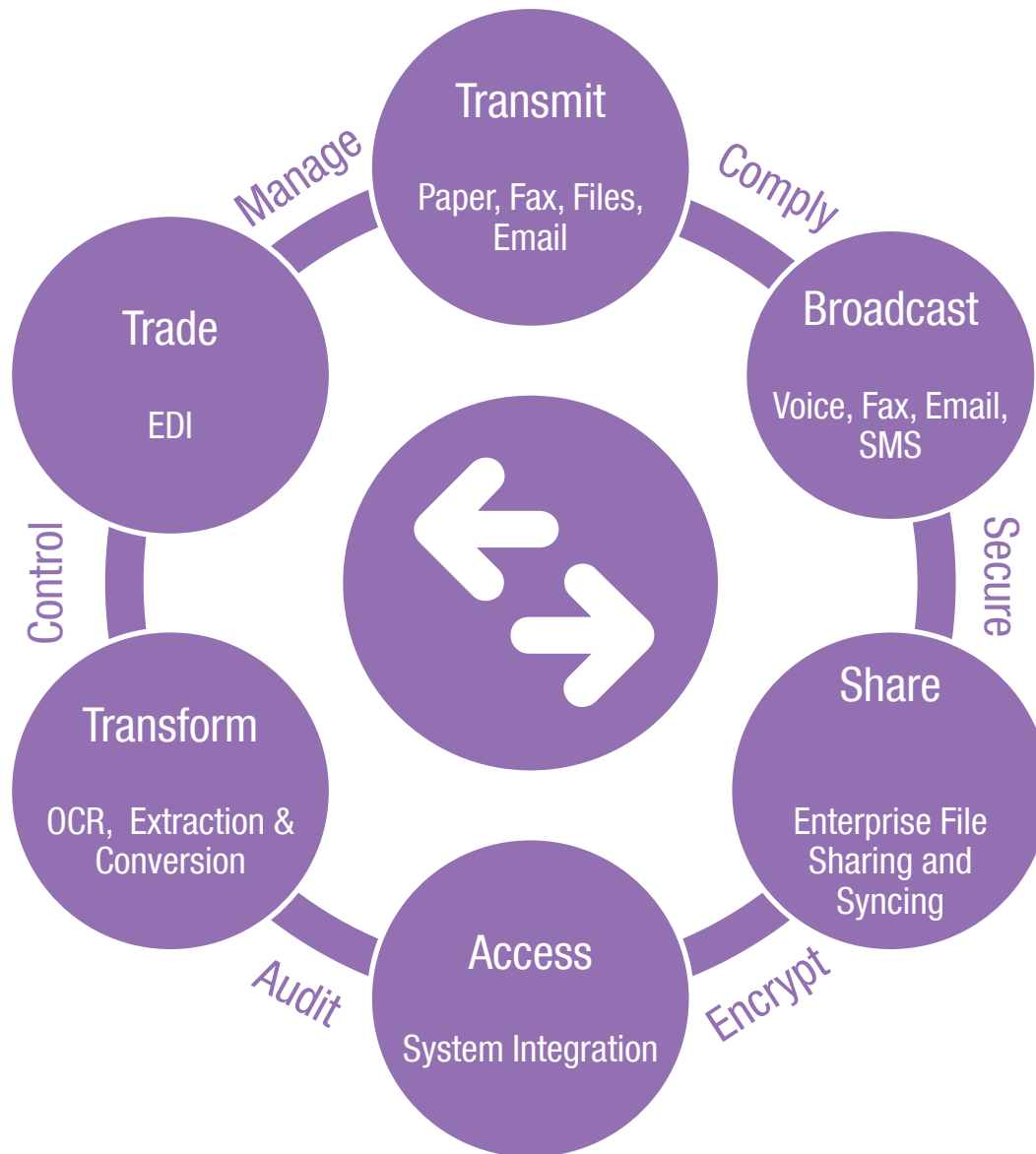


Example: FTP file transfer

| | Across US | US-EU | US-Asia | Satellite |
|---------------|----------------------|--------------|----------------|------------------|
| 1 GB | 1-2 hrs | 2-4 hrs | 4-20 hrs | 8-20 hrs |
| 10 GB | 15-20 hrs | 20-40 hrs | Impractical | Impractical |
| 100 GB | Impractical | Impractical | Impractical | Impractical |

Wurach Stadelhofen





In the Cloud

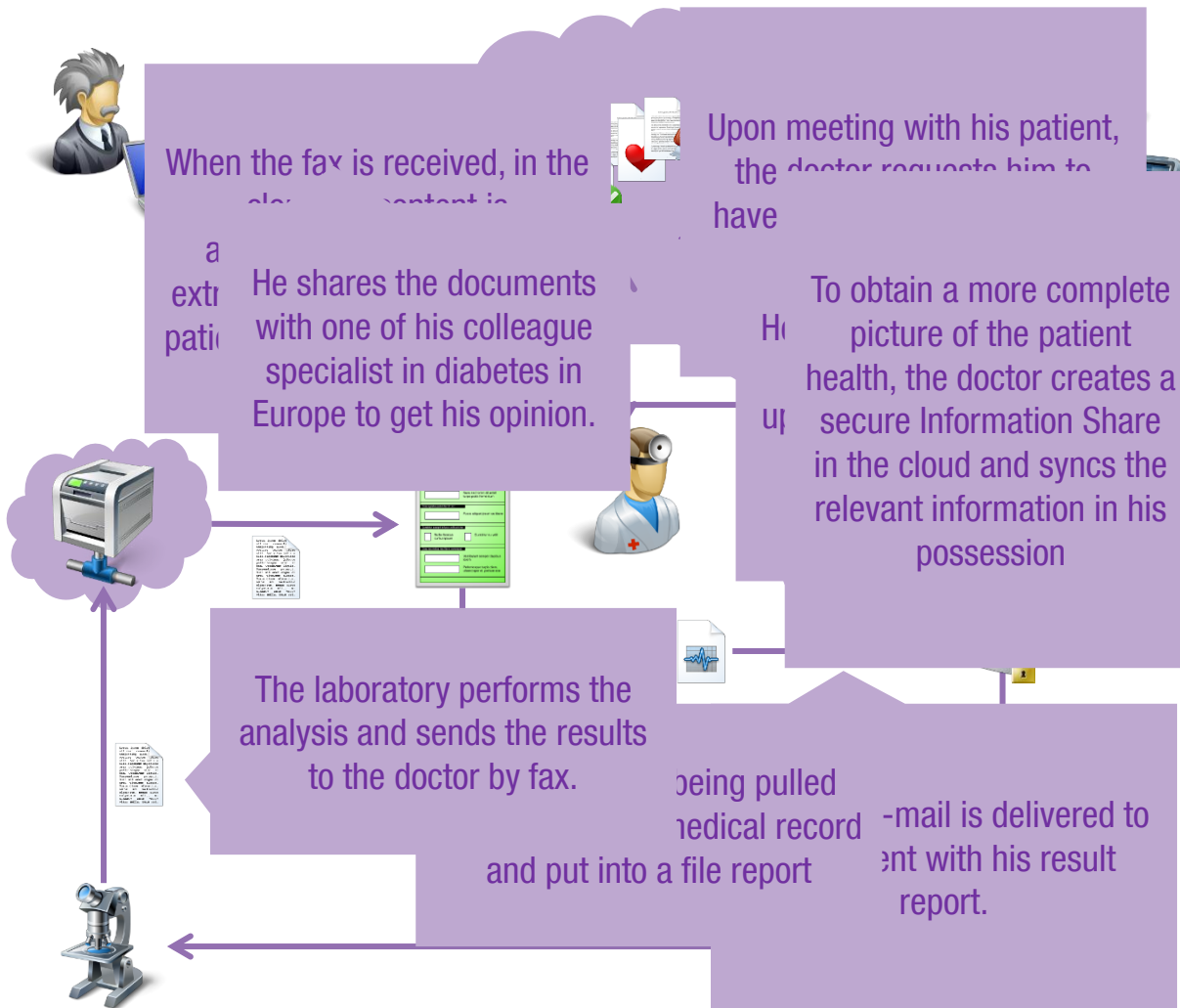


On Premise

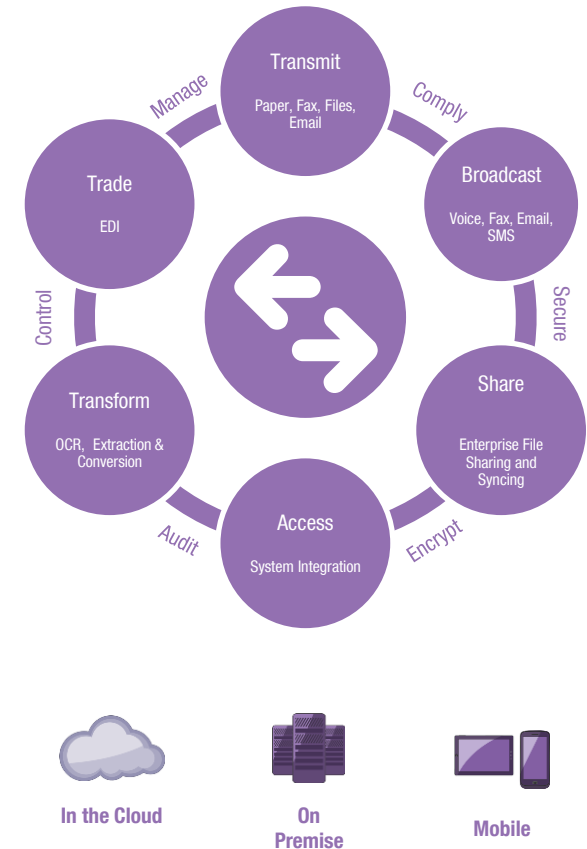


Mobile

Information Exchange in action



The IX Network



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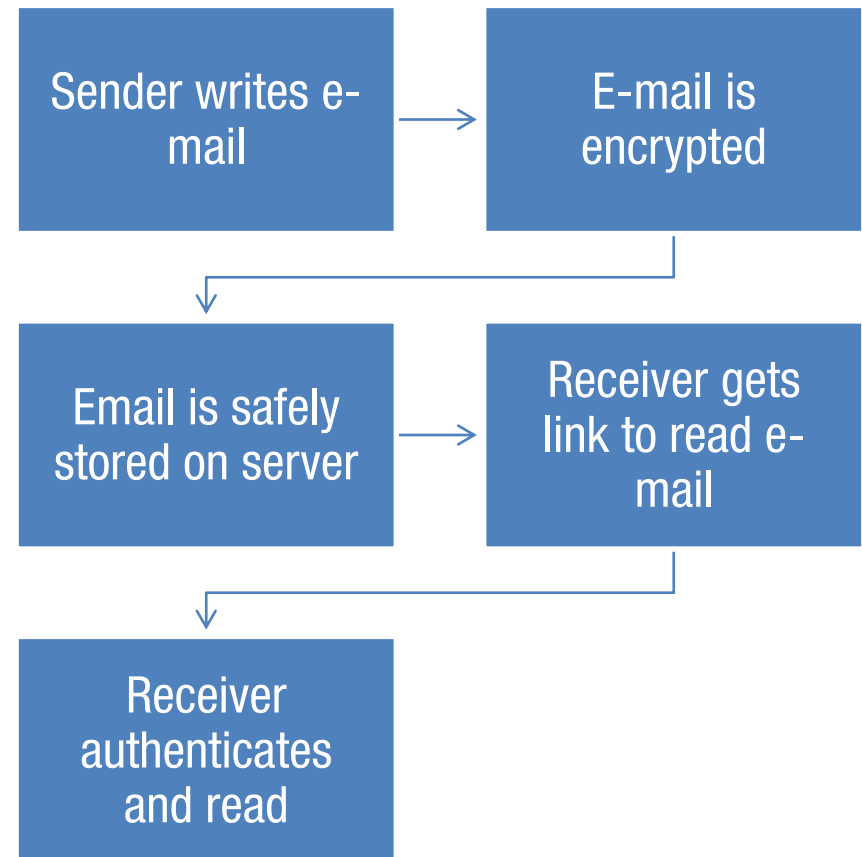
IX Solutions

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Secure e-mail

Secure e-mail

- Pretty simple principle
- Key functionalities:
 - Encryption
 - Authentication
 - Auditing
- Advanced functionalities:
 - Data Loss Prevention
 - Exception Handling
 - Content-Compliance
 - Digital Asset Security



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Virtual Fax

Types of Fax Deployment

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CUSTOMER

MODEL

COST

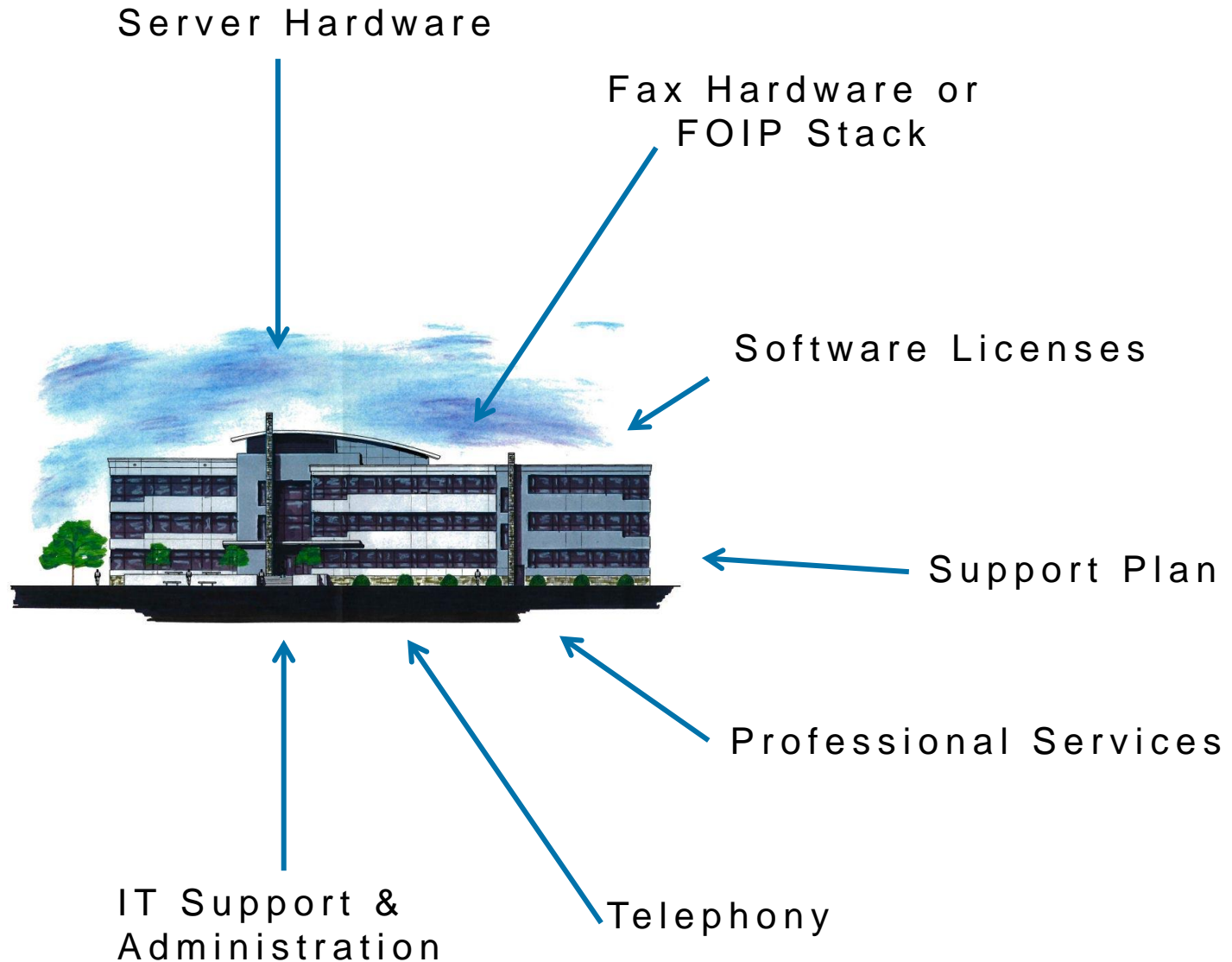
DEPLOYMENT

SUPPORT

SECURITY

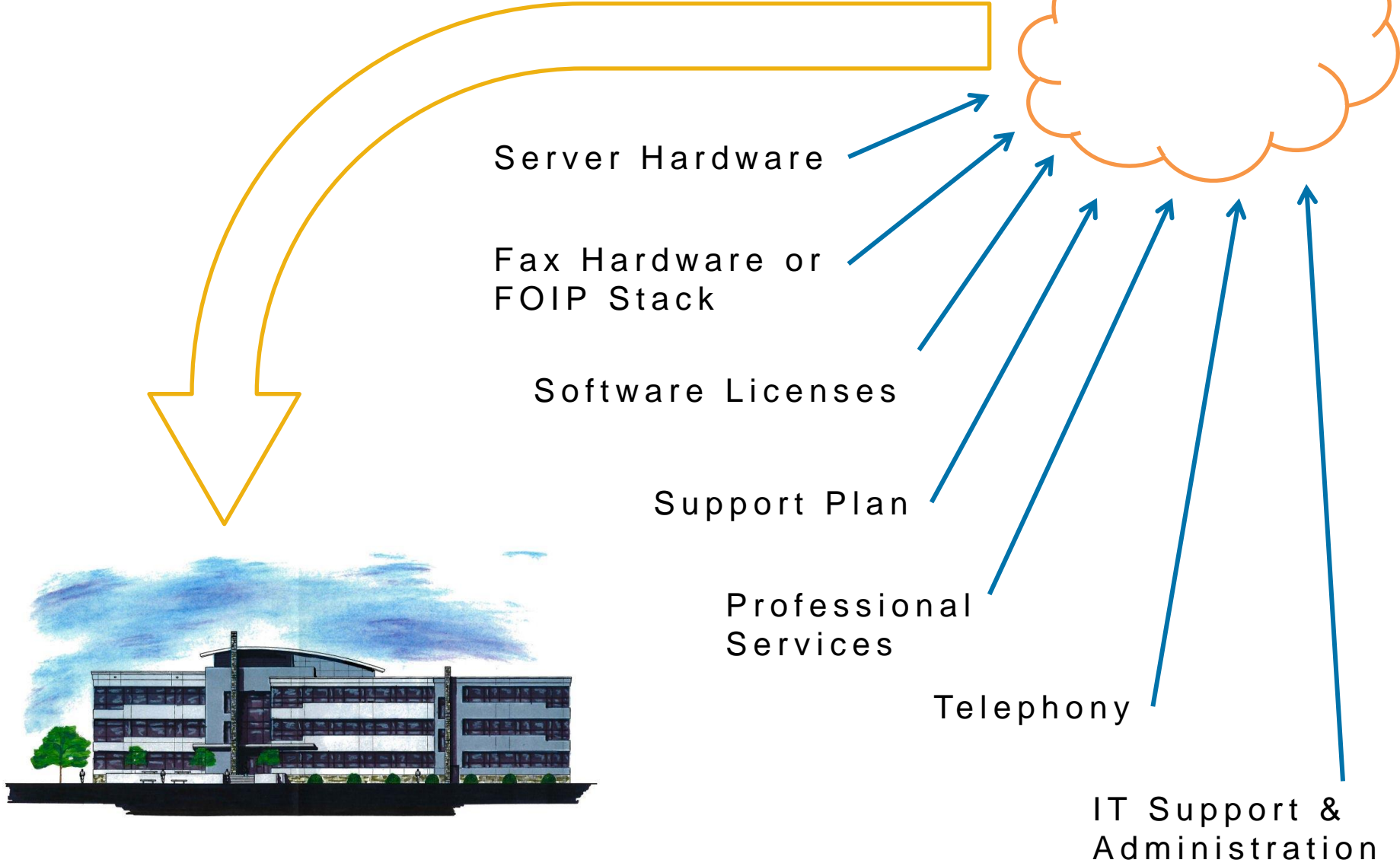


On Premise – The Traditional Sale

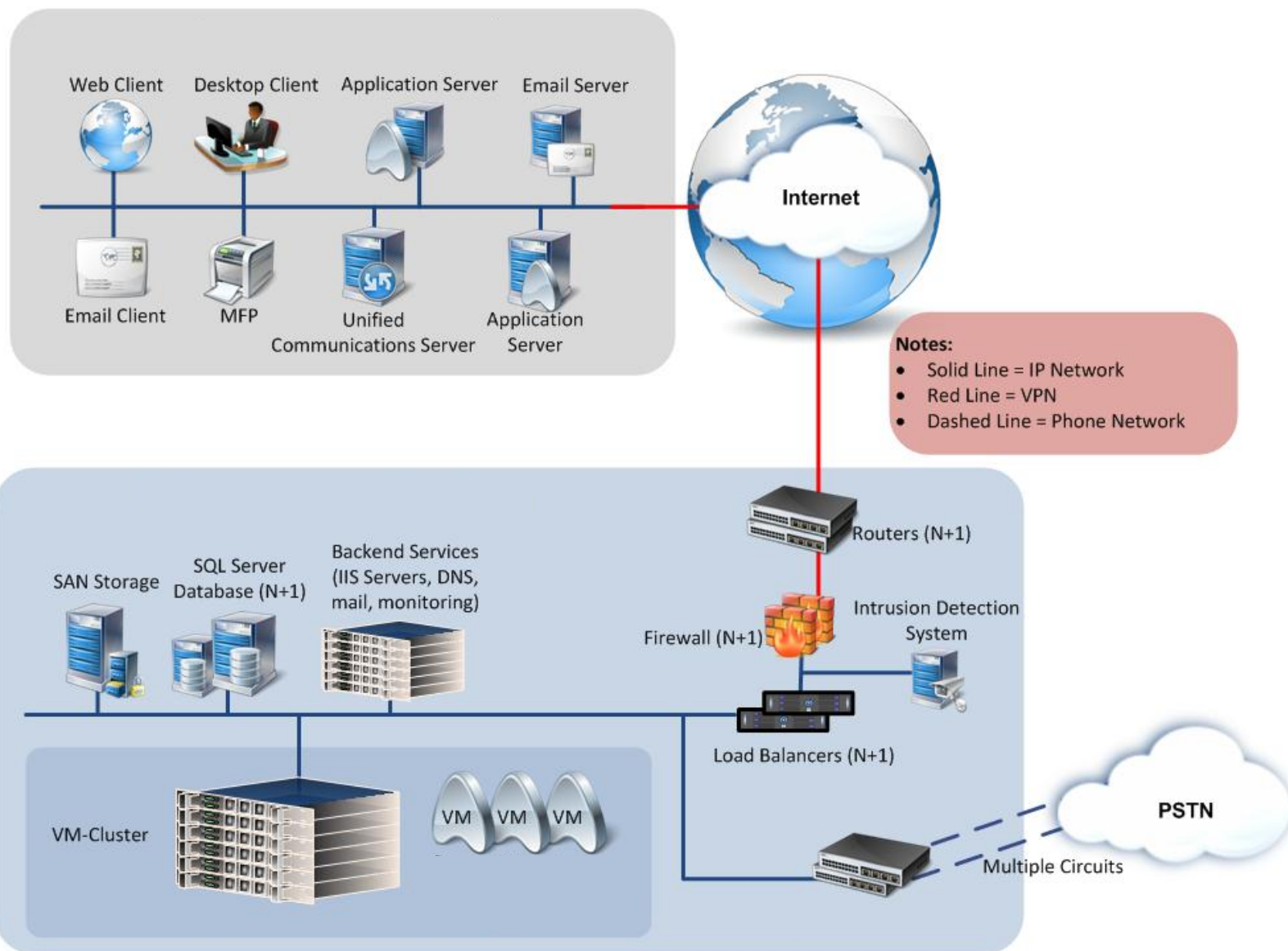


Cloud

OPENTEXT



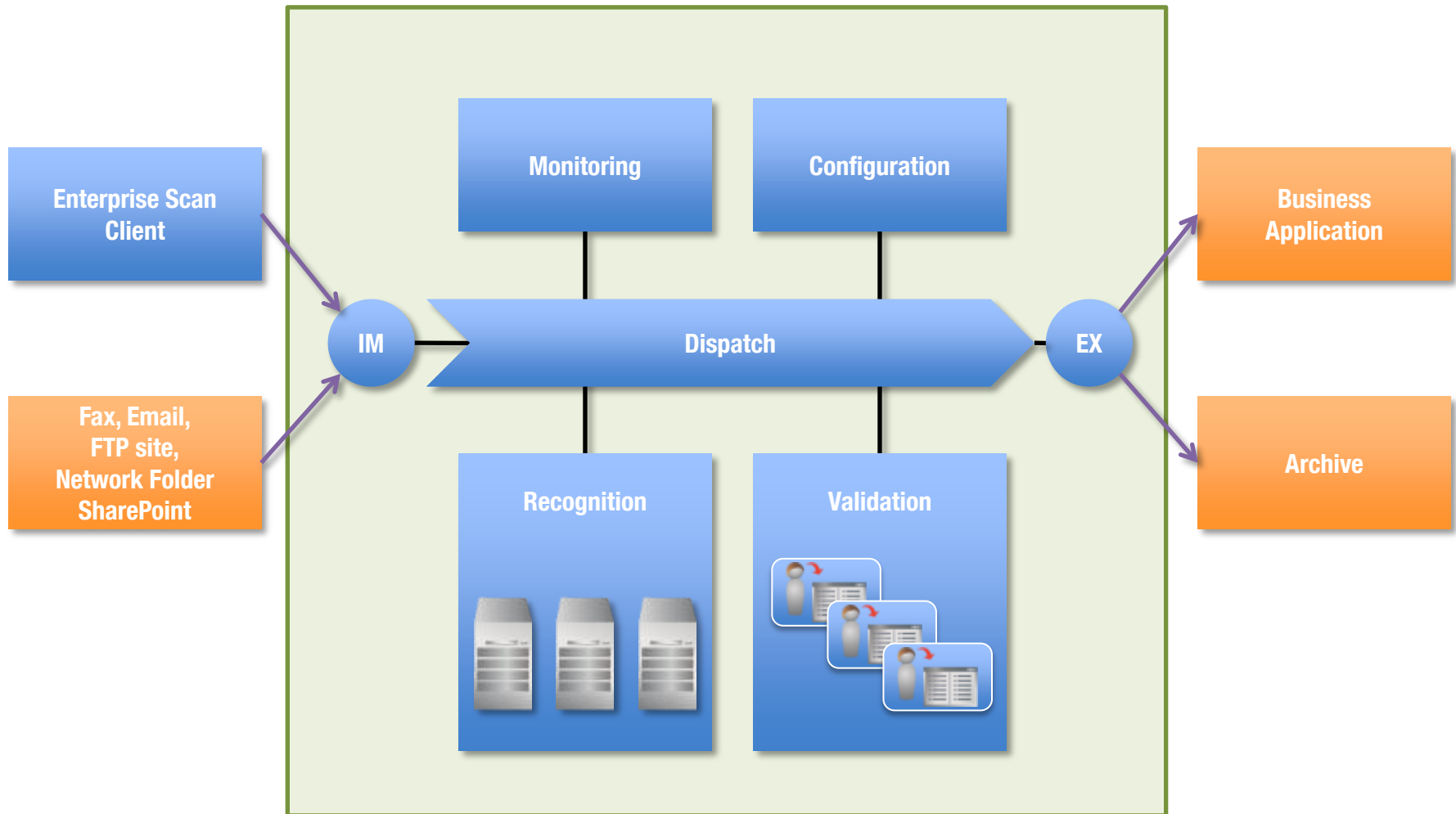
Virtual Fax



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Capture

Capture

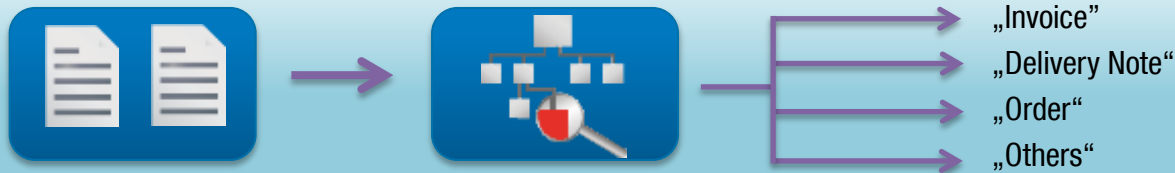


Steps in Document Recognition

Separation: Splitting a batch of images into individual (multi-page) documents



Classification: Identification of document type



Extraction: Searching for basic information on the document



Interpretation: Enhancing of extracted data with context information



Recognition: Different Document Types

Structured Documents > Forms

The image shows three examples of structured documents (forms). The top document is a 2007 tax form with a grid layout. The middle document is a 'PERSON 1' form with a 'PERSON 2' form below it, both containing fields for personal information. The bottom document is a 'PERSON 2' form with a 'PERSON 3' form below it, also containing fields for personal information. All these forms have data at fixed positions.

Data at fixed positions

Semi-Structured Documents > B2B Correspondence

The image shows three examples of semi-structured documents (B2B correspondence). The top document is an 'ARLINGTON & CO., INC. LIFE INSURANCE' policy with a table of policy details. The middle document is a 'PURCHASE ORDER' form with a table of items. The bottom document is a 'PURCHASE ORDER' form with a table of items. All these documents have data in logical groups but with unknown positions.

Data is in logical groups
but positions are
unknown.

Unstructured Documents > C2B Correspondence

The image shows three examples of unstructured documents (C2B correspondence). The top document is a letter dated 'March 22, 2008' from 'Elena M. Colton' to 'Don't Care Liability Insurance'. The middle document is a 'PURCHASE ORDER' form. The bottom document is a 'PURCHASE ORDER' form. All these documents have data anywhere in the document.

Data may be anywhere in
the document.

Invoice Data Extraction

Supplier → **Jones Ltd.**
275 Osmond Drive
Pan City
Charlotte, NC 28208
USA
Tel: 619-818-9732
Fax: 619-818-9790

Invoice Number → **INVOICE**
Capsons Document → Invoice No. 094108

Invoice Date → **INVOICE**
Capsons Document → Date: 29/11/07
Technologies GmbH →
Max-Straussmayer-Str. 116
78467 Konstanz
Germany

Order number → **ACCOUNT No.**
PFC 831

Delivery note → **ORDER Date**
20/04/07

Line items →

| QTY | DESCRIPTION | QTY | UNIT | PRICE | VALUE |
|-----|-----------------|-----|------|-------|--------|
| 10 | Casing | 100 | PC | 7.00 | 600.00 |
| 20 | Bearing case | 150 | PC | 1.00 | 150.00 |
| 20 | Cable structure | 250 | PC | 3.00 | 750.00 |

Net Amount → **SUBTOTAL (USD):** 1500.00

Currency → **Shipping (USD):** 262.50

Total amount → **TOTAL AMOUNT (USD):** 1762.50

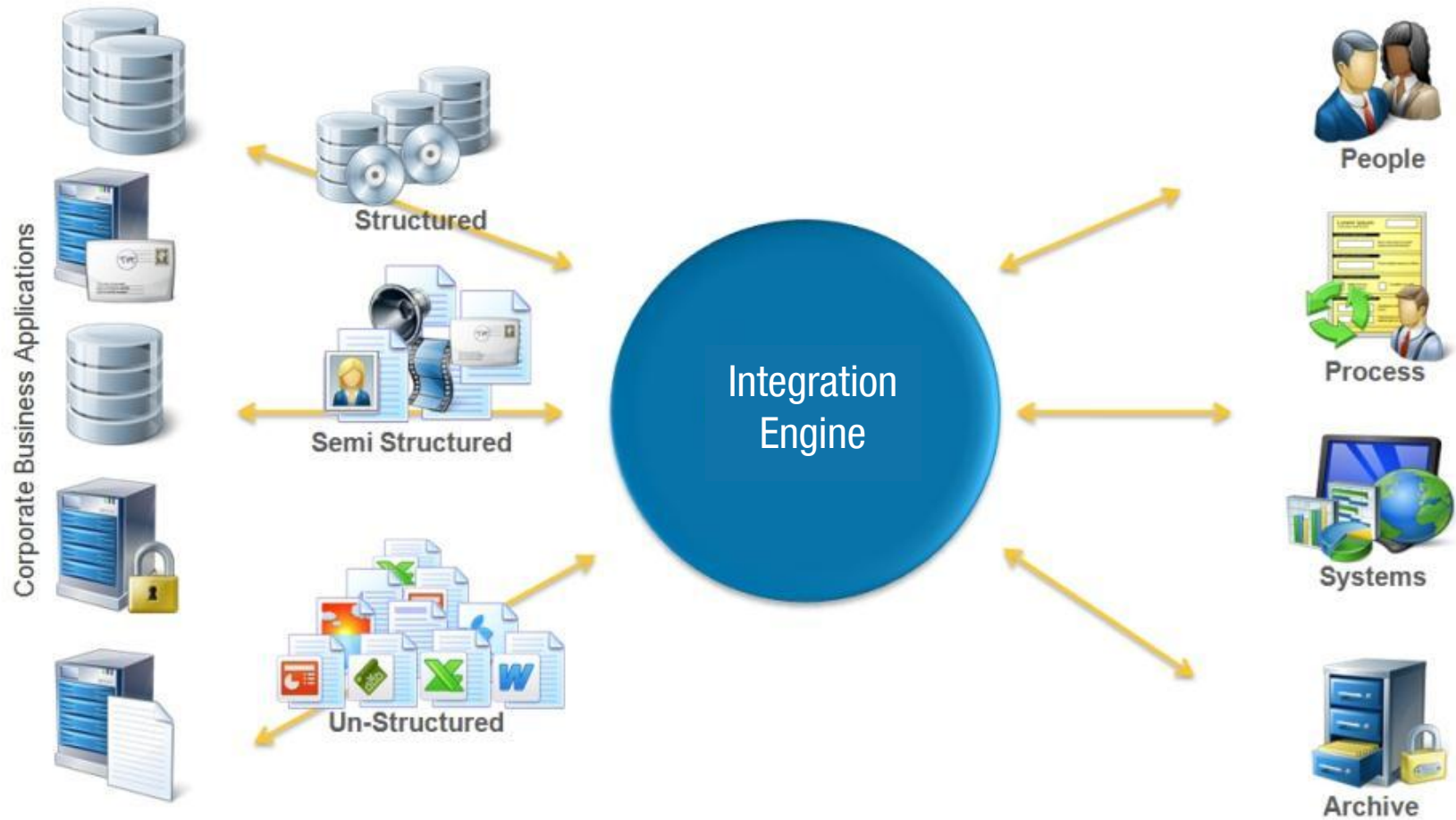
Please make payment to: Jones Ltd, Oxford 275 Osmond Drive, Pan City, Charlotte, NC 28208

It is a condition of sale that all goods detailed on this document remain the property of Jones Ltd until payment in full is received.

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Data Integration

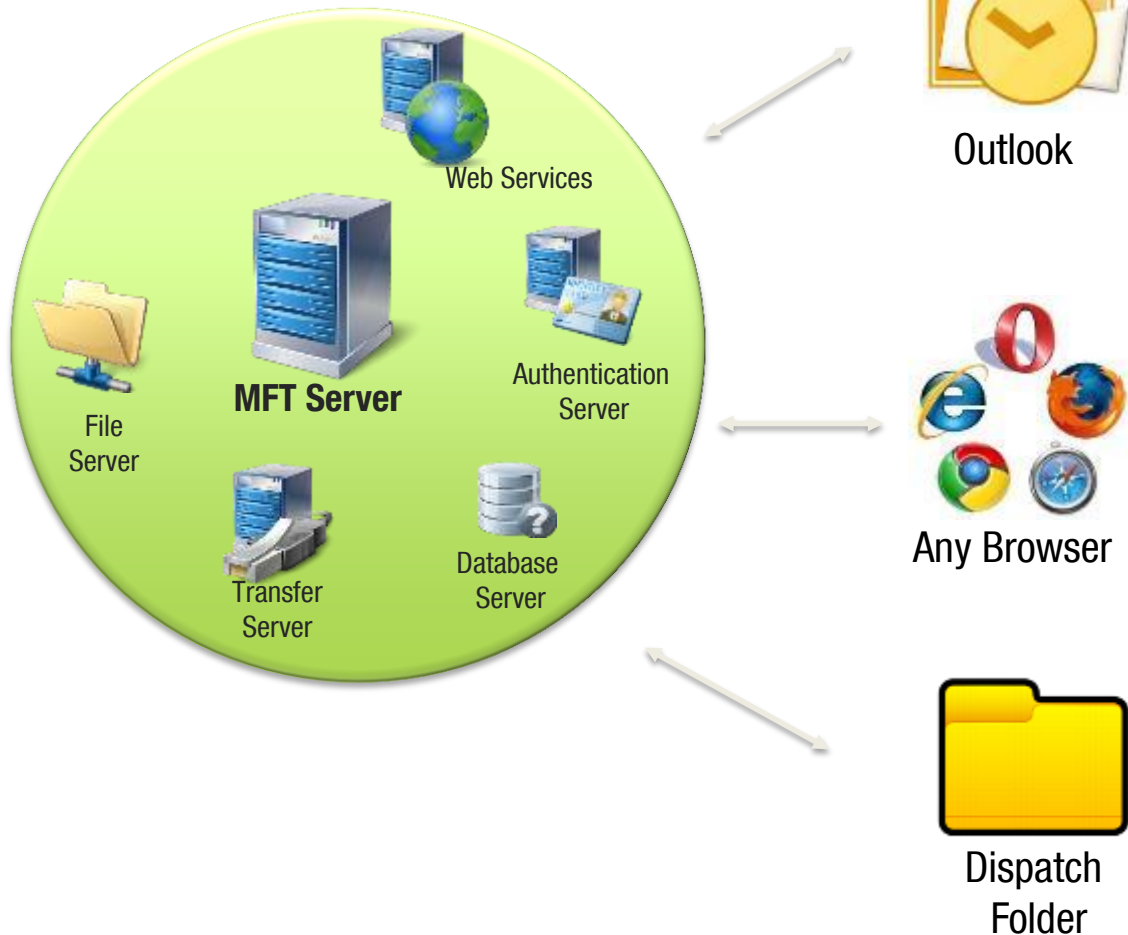
Data Integration



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Managed File Transfer

Managed File Transfer



Remote Office



Install MFT Transfer Servers at remote offices for optimized performance

Local Employees



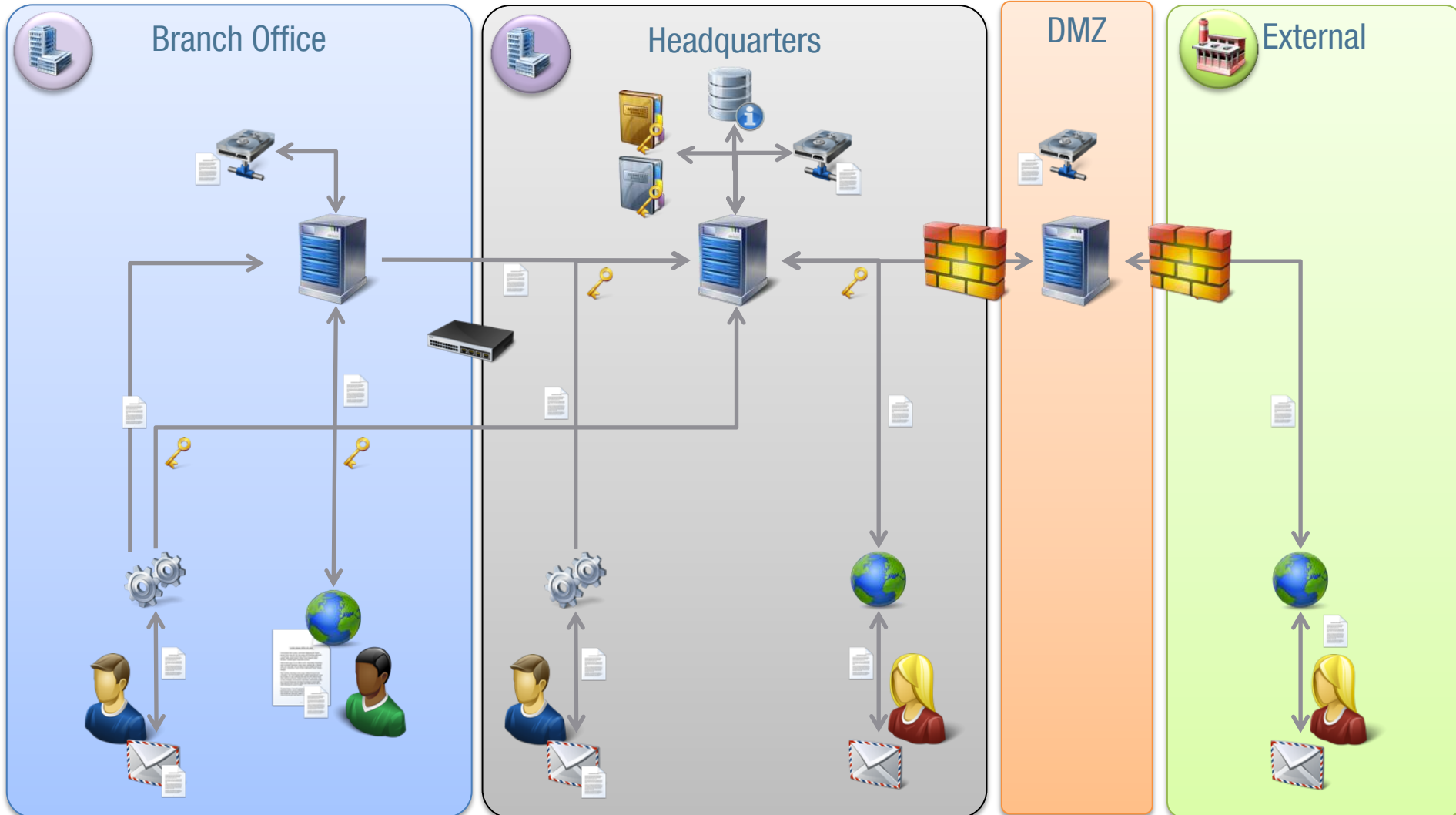
Users can email large files without limitation

Partner/Customer



Partners/Customers can use MFT to exchange content

Deployment Example



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Enterprise File Sharing

Enterprise File Sharing

- DropBox for the Enterprise
- Cloud-based content synchronization with an ECM twist:
 - Versioning
 - Auditing
 - Classification
 - Discovery
 - Archiving

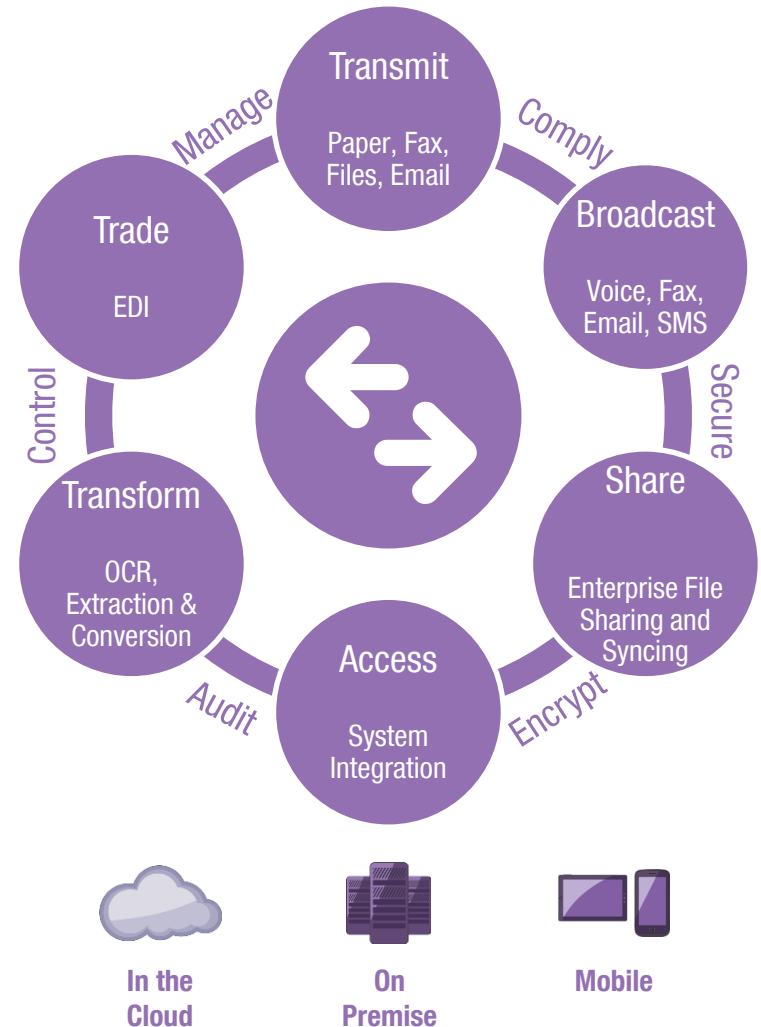


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Where to start your IX journey?

Where to begin?

- Identify:
 - Regulations
 - Current Processes
 - Volumes
 - Systems
 - Pain Points
- Start with the low-hanging fruits:
 - Email
 - File Transfer
- Consider the Cloud



Thank you

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